Page 86,  line   9        Change "timer based" to
                                --timer-based--;

Page 89,  line  27        After "response", insert --to--;
                                and

Page 90,  line   7        Change "in" to --into--.

IN THE CLAIMS-

To facilitate entry of the following changes, the Applicants
have also submitted herewith substitute pages providing all
the pending claims, as they now stand, incorporating the
changes indicated below.

Cancel claim 2 and substitute therefor new claim 106 as
follows:

--106. A computer readable medium storing a first web page
.2   wherein the first web page comprises a plurality of computer
3    readable instructions, the instructions representing page
4    content and embedded code, wherein the code, when executed
5    by a client computer, causes the computer to:
6         download, from a network server and while the computer
7    renders the first web page to a user through an output
.8   device operative in conjunction with the computer, at least
9    one file which is to be subsequently employed, by the
10   processor, to render an information object; and
11        in response to a user-initiated event, detected by the
12 . computer, for transitioning from the first web page to a
13   next successive web page and which signifies a start of a
14   next interstitial interval, suspend further downloading of

-4-

15     files and process the one file so as to render the

16     information object through the output device to the user

17     during the interval; and

18         wherein use of the code eliminates a need to store

19     content for the information object within the first web page

20     thereby decoupling the object content from the first web

21     page. --.

Re-write claims 3 and 10 as follows:

1     --3. (amended)  The medium recited in claim [2] 106 wherein

2     the [tag] code comprises an advertising tag, the network

3     server comprises an advertising server and the information

4     object comprises a web advertisement.

1     10. (amended) The media recited in claim 9 wherein the

2     corresponding [life cycle] substitute methods cause the Ad

3     Controller and Transition Sensor applets to persistently

4     remain in the browser storage as the browser transitions

5     across successive web pages and different web sites. --.

Cancel claim 11.

Re-write claims 13, 16 and 17 as follows:

1     --13. (amended)  The media recited in claim [11] 10 wherein

2     the advertising tag further comprises first and second

3     components, the first and second components specifying the

4     script and the advertising server, respectively.

16. (amended)  The media recited in claim 15 wherein the advertising files comprise at least one media file or at least one player file necessary to render [an associated] the one media file.

17. (amended)  The media recited in claim 16 wherein the Ad Descriptor file comprises a list having: a name of each player and media file that constitutes the downloaded advertisement, a corresponding network address at which said each file can be accessed, configuration information for at least one of the player files for properly configuring [the] a corresponding player to render an associated media file. --.

Cancel claim 19.

Re-write claims 20 and 25 as follows:

--20. (amended)  The media recited in claim [19] 18 wherein as a result of executing the tag, the computer determines, through the agent, whether a new version of either the Transition Sensor applet or the Ad Controller applet then resides on the distribution server relative to a corresponding version, if any, of the Transition Sensor and Ad Controller applets, respectively, then residing in the browser storage; and
        if said new version exists on the distribution server, downloading the new version from the distribution server into the browser storage and executing the new version in lieu of the corresponding version.

25. (amended)  The media recited in claim 24 wherein the
corresponding [life cycle] substitute methods cause the Ad
Controller and Transition Sensor applets to persistently
remain in the browser storage as the browser transitions
across successive web pages and different web sites. --.

Cancel claim 26.


Re-write claims 28 and 32 as follows:


--28. (amended)  The media recited in claim [26] 25 wherein
the advertising tag further comprises a component specifying
the advertising server.


32. (amended)  The media recited in claim 31 wherein the Ad
Descriptor file comprises a list having: a name of each
player and media file that constitutes the downloaded
advertisement, a corresponding network address at which said
each file can be accessed, configuration information for at
least one of the player files for properly configuring [the]
a corresponding player to render an associated media
file. --.

Cancel claim 34.


Re-write claim 35 as follows:


--35. (amended)  The media recited in claim [34] 33 wherein
as a result of executing the tag, the computer determines,
through the agent, whether a new version of either the
Transition Sensor applet or the Ad Controller applet then
resides on the distribution server relative to a

6     corresponding version, if any, of the Transition Sensor and

7     Ad Controller applets, respectively, then residing in the

8     browser storage; and

9         if said new version exists on the distribution server,

10    downloading the new version from the distribution server

11    into the browser storage and executing the new version in

12    lieu of the corresponding version. --.


Cancel claim 36 and substitute therefor new claim 107 as
follows:


1     --107.  A method for use in a computer having a processor

2     and a memory, the memory connected to the processor and

3     storing both computer executable instructions and a first

4     web page, the first web page having a plurality of computer

5     readable instructions representing page content and embedded

6     code, the method comprising the steps performed by the

7     processor, in response to the executable instructions and as

8     a result of executing the code, of:

9         downloading, from a network server and while the

10    computer renders the first web page to a user through an

11    output device operative in conjunction with the computer, at

12    least one file which is to be subsequently employed, by the

13    processor, to render an information object; and

14        in response to a user-initiated event detected by the

15    computer for transitioning from the first web page to a next

16    successive web page and which signifies a start of a next

17    interstitial interval, suspending further downloading of the

18    further file and processing the one file so as to render the

19    object through the output device to the user during the

20    interval;

21       wherein use of the code eliminates a need to store

22       content for the object within the first web page thereby

23       decoupling the object content from the first web page. --.


Re-write claims 37, 41 and 44 as follows:


1       --37. (amended) The method recited in claim [36] 107 wherein

2       the [tag] code comprises an advertising tag, the network

3       server comprises an advertising server and the information

4       object comprises a web advertisement.


1       41. (amended)  The method recited in claim 40 further

2       comprising the of step, performed by the processor in

3       response to the stored executable instructions, of executing

4       the first web page, including the tag, under the web

5       browser, and subsequently the agent.


1       44. (amended)  The method recited in claim 43 further

2       comprising the step, as a result of the corresponding [life

3       cycle] substitute methods, of causing the Ad Controller and

4       Transition Sensor applets to persistently remain in the

5       browser storage as the browser transitions across successive

6       web pages and different web sites. --.


Cancel claim 45.


Re-write claims 47 and 51 as follows:


1       --47. (amended)  The method recited in claim [45] 44 wherein

2       the advertising tag further comprises first and second

3       components, the first and second components specifying the

4       script and the advertising server, respectively.


-9-

51. (amended)   The method recited in claim 50 wherein the Ad
Descriptor file comprises a list having: a name of each
player and media file that constitutes the downloaded
advertisement, a corresponding network address at which said
each file can be accessed, configuration information for at
least one of the player files for properly configuring [the]
a corresponding player to render an associated media
file. /--.

Cancel claim 53.


Re-write claims 54, 56 and 59 as follows:

--54. (amended)   The method recited in claim [53] 52 further
comprising the steps, performed in the processor in response
to executing the tag, of:
       determining, through the agent, whether a new version
of either the Transition Sensor applet or the Ad Controller
applet then resides on the distribution server relative to a
corresponding version, if any, of the Transition Sensor and
Ad Controller applets, respectively, then residing in the
browser storage; and
       if said new version exists on the distribution server,
downloading the new version from the distribution server
into the browser storage and executing the new version in
lieu of the corresponding version.

56. (amended)   The method recited in claim 55 further
comprising the steps, performed by the processor in response
to the stored executable instructions, of executing the
first web page, comprising the tag, under the web browser,
and subsequently the agent.

1 59. (amended)  The method recited in claim 58 further
2 comprising the step, as a result of the corresponding [life
3 cycle] substitute methods, of causing the Ad Controller and
4 Transition Sensor applets to persistently remain in the
5 browser storage as the browser transitions across successive
6 web pages and different web sites. --.

Cancel claim 60.

Re-write claims 62, 65 and 66 as follows:

1 --62. (amended)  The method recited in claim [60] 59 wherein
2 the advertising tag further comprises a component specifying
3 the advertising server.

1 65. (amended)  The method recited in claim 64 wherein the
2 advertising files comprise at least one media file, or said
3 one media file and at least one player file necessary to
4 render the one media file.

1 66. (amended)  The method recited in claim 65 wherein the Ad
2 Descriptor file comprises a list having: a name of each
3 player and media file that constitutes the downloaded
4 advertisement, a corresponding network address at which said
5 each file can be accessed, configuration information for at
6 least one of the player files for properly configuring [the]
7 a corresponding player to render an associated media
8 file/ --.

Cancel claim 68.

Re-write claim 69 as follows:

--69. (amended)  The method recited in claim [68] 67 further
comprising the steps, performed by the processor, in
response to executing the tag, of:

determining, through the agent, whether a new version
of either the Transition Sensor applet or the Ad Controller
applet then resides on the distribution server relative to a
corresponding version, if any, of the Transition Sensor and
Ad Controller applets, respectively, then residing in the
browser storage; and

if said new version exists on the distribution server,
downloading the new version from the distribution server
into the browser storage and executing the new version in
lieu of the corresponding version. --.

Cancel claim 70 and substitute therefor new claim 108 as
follows:

--108. Apparatus for rendering an information object in
response to a first web page containing embedded code, the
apparatus comprising:

a processor; and

a memory, the memory connected to the processor and
storing both computer executable instructions and the first
web page, the first web page having a plurality of computer
readable instructions representing page content and the
embedded code;

wherein the processor, in response to the executable
instructions and as a result of executing the code:

downloads, from a network server and while the
computer renders the first web page to a user through an

-12-

14 output device operative in conjunction with the computer, at

15 least one file which is to be subsequently employed, by the

16 processor, to render an information object; and

17 in response to a user-initiated event detected by

18 the computer for transitioning from the first web page to a

19 next successive web page and which signifies a start of a

20 next interstitial interval, suspends further downloading of

21 files and processes the one file so as to render the

22 information object through the output device to the user

23 during the interval; and

24 wherein use of the code eliminates a need to store

25 content for the information object within the first web page

26 thereby decoupling the object content from the first web

27 page. --.

Re-write claims 71, 75 and 78 as follows:

1 --71. (amended)  The apparatus in claim [70] 108 wherein the

2 [tag] code comprises an advertising tag, the network server

3 comprises an advertising server and the information object

4 comprises a web advertisement.

1 75. (amended) The apparatus recited in claim 74 wherein the

2 processor, in response to the stored executable

3 instructions, executes the first web page, including the

4 tag, under the web browser, and subsequently the agent.

1 78. (amended)  The apparatus recited in claim 77 wherein the

2 processor, as a result of the corresponding [life cycle]

3 substitute methods, causes the Ad Controller and Transition

4 Sensor applets to persistently remain in the browser storage

5    as the browser transitions across successive web pages and

6    different web sites. --.

Cancel claim 79.

Re-write claims 81, 84 and 85 as follows:

1    --81. (amended)  The apparatus recited in claim [79] 78

2    wherein the advertising tag further comprises first and

3    second components, the first and second components

4    specifying the script and the advertising server,

5    respectively.

1    84. (amended)  The apparatus recited in claim 83 wherein the

2    advertising files comprise at least one media file, or at

3    least one player file necessary to render [an associated]

4    the one media file.

1    85. (amended)  The apparatus recited in claim 84 wherein the

2    Ad Descriptor file comprises a list having: a name of each

3    player and media file that constitutes the downloaded

4    advertisement, a corresponding network address at which said

5    each file can be accessed, configuration information for at

6    least one of the player files for properly configuring [the]

7    a corresponding player to render an associated media

8    file. --.

Cancel claim 87.

-14-

Re-write claims 88, 90 and 93 as follows:

--88. (amended)   The apparatus recited in claim [87] <u>86</u>
wherein the processor in response to executing the tag:

    determines, through the agent, whether a new version of
either the Transition Sensor applet or the Ad Controller
applet then resides on the distribution server relative to a
corresponding version, if any, of the Transition Sensor and
Ad Controller applets, respectively, then residing in the
browser storage; and

    if said new version exists on the distribution server,
downloads the new version from the distribution server into
the browser storage and executes the new version in lieu of
the corresponding version.

90. (amended)   The apparatus recited in claim 89 wherein the
processor in response to the stored executable instructions,
executes the first web page, comprising the tag, under the
web browser, <u>and subsequently the agent</u>.

93. (amended)   The apparatus recited in claim 92 wherein the
processor, as a result of the corresponding [life cycle]
<u>substitute</u> methods, causes the Ad Controller and Transition
Sensor applets to persistently remain in the browser storage
as the browser transitions across successive web pages and
different web sites. --.

Cancel claim 94.

-15-

Re-write claims 97 and 100 as follows:

--97. (amended)  The apparatus recited in claim [94] 93
wherein the advertising tag further comprises a component
specifying the advertising server.

100. (amended)  The apparatus recited in claim 99 wherein
the advertising files comprise at least one media file or at
least one player file necessary to render [an associated]
the one media file. --.

Cancel claim 103.

Re-write claims 104 and 105 as follows:

--104. (amended)  The apparatus recited in claim [103] 102
wherein the processor, in response to executing the tag:
        determines, through the agent, whether a new version of
either the Transition Sensor applet or the Ad Controller
applet then resides on the distribution server relative to a
corresponding version, if any, of the Transition Sensor and
Ad Controller applets, respectively, then residing in the
browser storage; and
        if said new version exists on the distribution server,
downloads the new version from the distribution server into
the browser storage and executes the new version in lieu of
the corresponding version.

105. (amended)  The apparatus recited in claim [103] 102
wherein the output device is a display. --.

-16-